

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

February 23, 2010
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman	*Matt Holm, Maricopa County
*Bryant Powell, Apache Junction	Wahid Alam, Mesa
A-Eric Morgan, Avondale	A-Molly Hood, Paradise Valley
*Brian Rose, Buckeye	A-Ed Boik, Peoria
A-DJ Stapley, Carefree	Debra Stark, Phoenix
*Usama Abujbarah, Cave Creek	Dave Williams, Queen Creek
Sam Andrea for Jason Crampton, Chandler	*Bryan Meyers,
A-Mark Smith, El Mirage	Salt River Pima-Maricopa Indian Community
A-Ken Valverde for Eugene Slechta, Fountain Hills	Eddie Lamperez, Scottsdale
*Terry Yergan, Gila River Indian Community	A-Arlene Palisoc for Lisa Collins, Tempe
Thomas Ritz, Glendale	*Anne McCracken, Valley Metro
*Katie Wilken, Goodyear	*Lloyce Robinson, Youngtown
*Gino Turrubiarres, Guadalupe	
*Rick Buss, Town of Gila Bend	
Sonny Culbreth, Litchfield Park	

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Heidi Pahl Bickart, MAG	Al Nieto, Census Bureau
Jami Garrison, MAG	Jim Mussat, Census Bureau
Jason Howard, MAG	Tammy Perkins, Phoenix
Kelly Taft, MAG	Max Enterline, Phoenix
Peter Burnett, MAG	Chris DePerro, Phoenix
Harry Wolfe, Citizen	David Neal, Surprise

1. Call to Order

The meeting was called to order at 10:03 a.m. by Chairman George Pettit.

2. Call to the Audience

Heidi Pahl Bickart announced that George Pettit is retiring effective March 1, 2010. She thanked Mr. Pettit for his leadership in chairing the MAG POPTAC for the past 14 years. Debra Stark presented George Pettit with a Resolution of Appreciation. Harry Wolfe thanked Mr. Pettit for his steadiness and leadership in chairing the MAG POPTAC. The full POPTAC commended George

Pettit and wished him best of luck in his future endeavors. George Pettit said it has been a pleasure chairing the MAG POPTAC. Mr. Pettit said he appreciates the hard work of POPTAC and he thanked the Census Bureau for their partnership with MAG and MAG member agencies over the years.

3. Approval of the Meeting Minutes of December 15, 2009

Thomas Ritz moved, Wahid Alam seconded and it was unanimously recommended to approve the meeting minutes of December 15, 2009.

4a. Phoenix Complete Count Committee (CCC)

Tammy Perkins said the City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith are meeting regularly, have developed their action plans, and are focusing on outreach to the community the 2010 Census message.

Tammy Perkins provided an update on the five subcommittees. Ms. Perkins noted that the Business subcommittee has distributed banners to businesses and rentals in hard to count neighborhoods. She said they have integrated census awareness messages into a variety of business association, employer and industry group communication mechanisms.

Tammy Perkins said the Communities of Faith subcommittee is critical in helping reach out to the immigrant residents. She distributed a letter from the Communities of Faith subcommittee to inviting residents to a Census Faith Community Breakfast March 12, 2010 at First Institutional Baptist Church. She encouraged POPTAC members to distribute the breakfast invite.

Tammy Perkins distributed a couple articles that were printed in neighborhood newsletters to promote the 2010 Census. Ms. Perkins said that Phoenix schools in hard to count neighborhoods are being targeted with the help of a Denver Census Schools staff person. She added that the Media subcommittee has created Phoenix Census Media Kit, available online at phoenix.gov. She noted the Minority Outreach subcommittee is working with each subcommittee.

George Pettit thanked city of Phoenix for their leadership with the 2010 Census outreach and Tammy Perkins for her hard work on the Census preparation.

Wahid Alam asked if the communities of faith includes outreach to other organizations other than churches. Tammy Perkins said yes it includes all faiths, synagogues, mosques, etc.

4b. "Count to '10" Census Outreach Group

Kelly Taft said the MAG Count to '10 Census Outreach Group continues its efforts to provide regional outreach regarding the importance of participating in the 2010 Census.

Kelly Taft reported that during the Count to '10 February meeting, an update was provided from Lorene Georgianni, assistant manager of recruiting from the U.S. Census Bureau, on current job openings throughout the valley related to census field workers. Ms. Taft said that Ms. Georgianni reported that the Bureau is currently only meeting 38% of its goal in hiring and she strongly encouraged everyone to get the word out about the positions available and the need to fill positions promptly. Kelly Taft distributed a handout on the current status of positions. She said that based

on this need, a number of cities have been working with local media to help get the message out to the public about the availability of thousands of positions still available with the 2010 census.

Kelly Taft reported that during the Count to '10 February meeting they received an update from Kevin Russell, a Census Bureau Partnership Assistant providing outreach to the Native American and Alaskan Native communities. She said Mr. Russell outlined the difference in Native American outreach, which is centered on the response to question #9 on the census form regarding race. Due to mixed heritage and individuals' pride in their ancestry, Mr. Russell noted that it is necessary to highlight to this community the ability to report more than one tribal name in that field. Respondents can self-identify the tribes for which they feel most affiliation. She said much of the 2010 Census will be conducted door-to-door on the reservations and messaging will address that. Mr. Russell discussed the need to identify the word "census" to this group, because many tribes use a "census" number to identify their membership in the tribe, which is different from the US Census effort. In response to his findings that the median age of Native Americans is 25 years old, Mr. Russell decided to reach this group through a newsletter he created to keep individuals informed.

Kelly Taft reported that Al Macias provided an update on Questionnaire Assistance Centers. Ms. Taft said a list of possible locations was completed and presented to the bureau for review. Currently the bureau is conducting site visits to ensure ADA compliance and asbestos free locations.

Kelly Taft also discussed the National Road Show Tour. She announced that a trailer with interactive information about the Census will be at a Spring Training game in Maryvale on March 15th. She added that the Road Tour vehicle is also expected to be at the April 5th Diamondbacks home opener and the vehicle will also visit several East Valley locations.

Kelly Taft said the City of Phoenix shared an update with the PIOs on the Community Media Buy targeted to minority communities. She said the city has incorporated feedback from other MAG member agencies in recommending its final ad purchases, and is working on finalizing a list of all ads (TV/print/radio). She stated the city has also completed the general media buy that is targeted to all segments of the population. She said MAG is working with 5 remaining jurisdictions who have not yet paid their invoices for the buy.

Kelly Taft reported that the City of Mesa has also completed four PSAs that it is also sharing with member agencies, including one targeted to seniors/winter visitors. She noted that Peoria reported that they have received funding for a PSA which will be produced soon.

Kelly Taft mentioned that several communities, including Fountain Hills, Mesa and Apache Junction, are targeting efforts to reach seniors and winter visitors. She said Mesa has produced several PSAs, including one targeted to seniors that it is sharing with other jurisdictions for air on Channel 11s. Based on requests at the meeting, MAG is working to develop a trifold brochure targeted to seniors and winter visitors that cities can download and print.

Kelly Taft reported that Scottsdale had received free booth space at the Waste Management Open being held this week in Scottsdale. A table/booth has been set aside for census information. She noted that volunteers are needed to help staff the booth, which although located in Scottsdale attracts tens of thousands from around the Valley. She said a number of volunteers from MAG and its member agencies have signed up to help work the booth this week.

Tammy Perkins added that Phoenix has a tentative confirmation that US Census Bureau Director Robert Groves will be in the valley March 15, 2010, to attend the national road show event at Maryvale ball park. Ms. Perkins said that coincidentally, March 15th is the day that the US Census Bureau begins mailing 2010 Census questionnaires to all households in the US.

Max Enterline asked what the Field Operations Supervisor (FOS) job pays and how long the job lasts. Al Nieto replied the FOS position begins at \$16.50/hour, clerks at \$11.25/hour, enumerators at \$15/hour with fifty cents per mile for travel. Max Enterline asked if these are Vangent jobs or Census jobs. Al Nieto responded they are Census jobs. Al Nieto said Vangent has filled most of their jobs.

Wahid Alam asked how a resident can apply for a Census job. Al Nieto replied that residents are encouraged to call 1-866-861-2010, enter their zipcode, and they will be directed to the nearest census office. Mr. Nieto added that they can also visit www.2010censusjobs.gov which has complete information on forms as well as a practice test available on this web site. Wahid Alam asked how a person that was tested last year receives a status update on their chance of getting a census job. Al Nieto responded that each person tested last year should call the 1-866 number to ask for a status update. Mr. Nieto said that a pass is 70 percent and that they start hiring those that received 100 percent on the test. Al Nieto said that a person can take the census test numerous times and he encourages applicants to retake the test until they receive 100 percent.

4c. Phoenix Local Census Office Operations

Al Nieto provided an update on the operations and activities of the Local Census Offices (LCOs). Al Nieto said they still have 2000 of 8000 jobs that need to be filled in Maricopa County area. He said the downtown Phoenix LCO is having the most difficult time filling jobs. He said they are heavily recruiting in this area. He said that he is doing radio, TV and print ads to get the word out about Census jobs. He thanked city of Phoenix for their press release on Martin Luther King Day as it created a lot of interest in Census jobs especially in the downtown Phoenix area. Al Nieto explained that his outreach activities are in neighborhoods, and schools. He said that door hangars were placed on 1500 doors in the hard to count area in Phoenix. He said the Denver Regional Census Center (RCC) has purchased ads for the light rail cars in Phoenix. He said that although they are hiring 8000 people they need to test many more due to high turnover. He said their “no show” rate is 60-70 percent for people to show up to take the census test. Mr. Nieto said he is working the CCC. Al Nieto had an interview with Phoenix and Tempe mayors to promote Census.

Al Nieto said the Group Quarters Advance Visit is complete. He said meetings have been set up to meet with each GQ from April 1-15 to conduct the count of GQ. He said there were 2901 GQ sites in Maricopa County.

Al Nieto said the QAC site selection is being finalized by the field operations staff at the LCOs. He said these sites should be finalized by February 26, 2010. QACs staffed about 15 hours/week by census staff.

Tammy Perkins said that the Census Bureau LCO staff are working very hard and that she appreciates their commitment to the project.

4d. 2010 Boundary and Annexation Survey

Jason Howard informed that the Census Bureau has distributed its 2010 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. He explained that the BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey (ACS) and the Census Bureau Population Estimates Program. He said maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity. Jason Howard said that responses to the 2010 BAS are due to the Census Bureau by March 1, 2010.

George Pettit asked if there has been any member agency requests for assistance on BAS. Mr. Howard replied no, mentioning that MAG held a BAS Workshop in the beginning of January to assist member agencies.

4e. Boundary Validation Program (BVP)

Heidi Pahl Bickart said the U.S. Census Bureau is conducting the final Boundary Validation Program (BVP) in order to provide an opportunity for the Highest Elected Official (HEO) to review the Census Bureau's boundary data for your jurisdiction. She stated the BVP provides an opportunity for the HEO to ensure the Census Bureau has your correct legal boundaries, name and governmental status. She reported the Census Bureau uses the boundary information to tabulate data from the 2010 Decennial Census and the American Community Survey.

Heidi Pahl Bickart said the BVP package included a BVP form and a CD containing a complete set of maps for your jurisdiction. She reported that all HEOs were requested to review these materials for accuracy and return the completed BVP form within ten days of receipt if the information is correct.

She noted that the BVP is being conducted at the same time as the 2010 Boundary and Annexation Survey (BAS), so the HEO was asked to work with the BAS contact, if the legal boundary for your jurisdiction is incorrect. She reported that if BAS changes were submitted, then your jurisdiction HEO will have another opportunity this summer to verify the boundaries prior to the final data tabulation for the 2010 Decennial Census. She noted that the second phase of BVP will occur in June/July 2010 over 5 days.

4f. New Construction Program

Peter Burnett thanked member agencies for their help with the New Construction Program (NCP) which ensures that the Census address list is as complete and accurate as possible by providing an opportunity for tribal and local governments to submit the addresses of housing units built after the address canvassing operation is complete and prior to Census Day (March 2009 – April 1st 2010).

Peter Burnett informed that MAG is no longer requesting that all residential completion data be sent to MAG monthly. He said MAG will resume requesting residential completions on a quarterly basis. He said member agencies may send residential completions data to MAG when it is convenient for them, if they would like to submit if more frequently then once a quarter.

4g. Participant Statistical Areas Program (PSAP) Verification Phase

Jason Howard said MAG participated in reviewing or re-designing the Census 2010 tracts, block groups, and Census Designated Places as part of the PSAP. He reported that MAG member

agencies reviewed MAG's submission. He informed that the Census Bureau notified MAG that the PSAP verification phase is approaching. He said the Bureau will be providing MAG with additional information on a PSAP web-based software review tool in mid-February.

4h. Vangent Tour

Heidi Pahl Bickart explained that MAG organized a tour of the Census 2010 Phoenix Arizona Paper Data Capture Center operated by Vangent. She said MAG member agency staff, members of the Council for Technical Solutions, and some State of Arizona employees attended the tour held February 8, 2010. She explained that Vangent was selected to partner with Lockheed Martin to process Census forms for the 2010 Census. Lockheed Martin created the Decennial Response Integrated System to capture and report on Census data for government. She said there are 3 Paper Data Capture Centers in the country and one is located in Phoenix. Ms. Pahl Bickart noted that the Phoenix Arizona Paper Data Capture Center has hired about 3,000 temporary employees that will work to process 40 percent of the forms collected nationwide during the 2010 Census. She noted that Vangent staff at the Phoenix location are expected to process over 70 million forms in less than 6 months. She explained that the Vangent tour included a walk-through of each of their work stations: mail receipt/mail preparation, automated check-in, manual check-in, document preparation, scanning, keying and check-out.

George Pettit thanked Heidi Pahl Bickart for setting up the tour.

4i. Timeline

Heidi Pahl Bickart said MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete count. She referred members to Attachment One for a draft Census 2010 timeline, noting that most technical geography programs are complete, with the exceptions of the updates provided earlier in the agenda. Ms. Pahl Bickart stated the main focus now and moving forward is with the media and outreach efforts for Census 2010.

DJ Stapley asked when LUCA materials were to be destroyed. He asked if a jurisdiction can wait until after they receive the LUCA appeals letter from the Bureau. Sam Andrea said that he recalls that the LUCA file can be saved until the LUCA appeals letter is received. Heidi Pahl Bickart said she would check with the US Census staff and get back to Mr. Stapley.

5. POPTAC 101

Heidi Pahl Bickart said that due to a number of new members on the MAG POPTAC and in the planning departments at MAG member agencies, MAG offered a POPTAC 101 in place of January's POPTAC meeting. She explained that POPTAC 101 reviewed the role of POPTAC, the committee's main functions, and major products. She said the presentation discussed the roles of MAG member agency staff and MAG staff as it relates to preparing estimates, developing projections, and coordinating census activities. The URL for the presentation is: <http://www.mag.maricopa.gov/event.cms?item=11405>. She said that for those that missed POPTAC 101, one-on-one meetings can be arranged upon request.

George Pettit asked how much time an agency should allow for the briefing. Heidi Pahl Bickart said it took 1.5 hours in January but can be done in 1 hour.

Wahid Alam said the web site link in the agenda does not work. Heidi Pahl Bickart said she would fix that.

Thomas Ritz asked when MAG would make the decision to pursue a mid-decade Census. George Pettit said about 3 years before the actual Census date, so 2012.

6. Land Use Data Collection

Jason Howard said MAG staff maintains a number of regional databases to assist member agencies and to update our Socioeconomic Projections and develop an official set of population, housing unit, and employment projections. He said MAG has completed draft versions of two databases which are critical to the success of our socioeconomic projection models. To ensure that we have the latest available information, MAG will be asking for your review of the General Plan Land Use (GPLU) and Existing Land Use (EXLU) databases. He said members of the POPTAC will begin receiving materials this month. He said it will be a spreadsheet or database, all parcels for your city, map of EXLU, and 2 maps of GPLU. He said he can also provide shapefiles on request. He asked that member agencies provide comments to MAG within 2 weeks.

Ed Lamperez asked if land use datasets should be reviewed for current general plan land use or land use expected after update of general plan in 2012. Jason Howard replied to review the datasets for what the general plan is currently.

DJ Stapley asked where MAG got the parcel map and what year it was. Jason Howard said it is from the assessors office and it is early 2009. Jason Howard said MAG's process was to collect data from assessor, map their property codes to MAG land use codes, then to apply those codes back to the parcels.

7. Desert Peaks

Heidi Pahl said that MAG is pleased to host the Desert Peaks Awards recognizing and celebrating regional excellence. The awards were initiated by MAG to honor individuals and partnerships that have demonstrated a commitment to regionalism through cooperative efforts.

Kelly Taft said to save costs, MAG will not be mailing nomination packets this year. Instead, all Call For Nominations materials have been posted on the MAG web site and are available at the following link: <http://www.mag.maricopa.gov/project.cms?item=385>. She said MAG does not have the capability at this time to accommodate online submissions of nominations, but you can download all entry forms by saving them to your computer and filling them out electronically. The deadline for nominations to be received to the MAG office is 5:00 PM Friday, March 12, 2010

She said there are 5 categories. She said the event will be held June 30th. She said it is free to submit nominations and free to attend the event.

8. Regional Updates

George Pettit said there are several draft chapters of the Gilbert proposed General Plan. He encouraged interested members to go online and download Gilbert documents.

Sonny Culbreth said Litchfield Park is also updating their General Plan and it should be complete very soon. Mark Smith said the City of El Mirage will be taking their General Plan to public hearing in April/May 2010 and to a vote in the Fall.

9. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, March 23, 2010 at 10:00 a.m. The meeting adjourned at 11:05 a.m.